

Report Date: 26 Mar 2015

Summary Report for Individual Task
805K-79R-4201
Employ Advertising and Public Affairs Assets (SORB)
Status: Approved

Distribution Restriction: Approved for public release; distribution is unlimited.

Destruction Notice: None

Foreign Disclosure: FD5 - This product/publication has been reviewed by the product developers in coordination with the Fort Knox KY foreign disclosure authority. This product is releasable to students from all requesting foreign countries without restrictions.

Condition: You are preparing to shape positive awareness and public opinion through targeted communications and the telling of the Army story to internal and external audiences. You have access to AR 360-1, commanders guidance, communications strategies and tools, Advertising and Public Affairs personnel, and the sync matrix (planning calendar).

Standard: Employ advertising and public affairs assets, IAW AR 360-1, Chapter 7, that promotes Army awareness, supports the recruiting environment, the commander's intent, and remains within budget constraints.

Special Condition: Budget for recruiters are identified by higher command.

Safety Risk: Low

MOPP 4:

Task Statements

Cue: None

DANGER

None

WARNING

None

CAUTION

None

Remarks: None

Notes: None

Performance Steps

1. Determine battalion's targeting process.
 - a. Understand the commander's intent and guidance based on mission.
 - b. Gather data from other staff sections as part of a fusion cell.
2. Review proposal options from Advertising and Public Affairs (AP&A) and other recruiting organizations.
3. Identify media resources and information products available at battalion and higher.
 - a. Develop and maintain relationships with military organization.
 - b. Identify local activities attended by large and small audiences of military personnel.
 - c. Broadcasting
 - d. Official Websites
4. Identify social media resources.
 - a. Investigate prominent social media applications and determine which ones suit the unit's communication needs.
 - (1) Facebook
 - (2) Fan pages
 - (3) Twitter
 - (4) Flickr
 - (5) YouTube
 - (6) Blogs (Army Story Stories)
 - (7) Recruiter ProNet
 - b. Use social media for appropriate public affairs communications in a timely, consistent manner.
5. Identify local activities.
 - a. Join civic clubs and military associations.
 - b. Conduct presentation at civic clubs and military associations at least once annually.
 - c. Develop relationships and stay in communication with partners like the US Army Reserve (USAR) Ambassadors, USAR commanders who are prominent civilians, and veterans' service organizations like the American Legion, The Veterans of Foreign Wars, etc.
 - d. Participate and assist in organization of community groups that supports the Army in the battalion's area of operation.

6. Establish the advertising and public affairs plan.

- a. Gather proposal options from Advertising and Public Affairs (AP&A) personnel.
- b. Gather data from other staff sections as part of a fusion cell.

(Asterisks indicates a leader performance step.)

Evaluation Guidance: Score "GO" if Soldier correctly performs all performance measures. Score "NO GO" if Soldier incorrectly performs one or more performance measure. Provide on-the-spot correction, should the Soldier experience minor difficulty. Consider directing self-study or OJT for Soldiers who experience major difficulties in task performance.

Evaluation Preparation: This task may be evaluated by using the evaluation guide and/or administering the performance test. If the task is performed on the job, use the materials listed in the CONDITIONS statement above. This task can be evaluated by using the evaluation guide.

PERFORMANCE MEASURES	GO	NO-GO	N/A
1. Determined battalion's targeting process.			
a. Understood the commander's intent and guidance based on mission.			
b. Gathered data from other staff sections as part of a fusion cell.			
2. Reviewed proposal options from AP&A and other recruiting organizations.			
3. Identified media resources and information products available at battalion and higher.			
a. Developed and maintained relationships with military organization.			
b. Identified local activities attended by large and small audiences of military personnel.			
c. Broadcasting			
d. Official Websites			
4. Identified social media resources.			
a. Investigated prominent social media applications and determined which ones suit the unit's communication needs.			
(1) Facebook			
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(5) YouTube			
(6) Blogs (Army Story Stories)			
(7) Recruiter ProNet			
b. Used social media for appropriate public affairs communications in a timely, consistent manner.			
5. Identified local activities.			
a. Joined civic clubs and military associations.			
b. Conducted presentation at civic clubs and military associations at least once annually.			
c. Developed relationships and stayed in communication with partners like the US Army Reserve (USAR) Ambassadors, USAR commanders who are prominent civilians, and veterans' service organizations like the American Legion, The Veterans of Foreign Wars, etc.			
d. Participated and assisted in organization of community groups that supports the Army in the battalion's area of operation.			
6. Established the advertising and public affairs plan.			
a. Gathered proposal options from Advertising and Public Affairs (AP&A) personnel.			
b. Gathered data from other staff sections as part of a fusion cell.			

Supporting Reference(s):

Step Number	Reference ID	Reference Name	Required	Primary
	AR 360-1	The Army Public Affairs Program	Yes	Yes

Environment: Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT.

Safety: In a training environment, leaders must perform a risk assessment in accordance with ATP 5-19, Risk Management. Leaders will complete the current Deliberate Risk Assessment Worksheet in accordance with the TRADOC Safety Officer during the planning and completion of each task and sub-task by assessing mission, enemy, terrain and weather, troops and support available-time available and civil considerations, (METT-TC). Note: During MOPP training, leaders must ensure personnel are monitored for potential heat injury. Local policies and procedures must be followed during times of increased heat category in order to avoid heat related injury. Consider the MOPP work/rest cycles and water replacement guidelines IAW FM 3-11.4, Multiservice Tactics, Techniques, and Procedures for Nuclear, Biological, and Chemical (NBC) Protection, FM 3-11.5, Multiservice Tactics, Techniques, and Procedures for Chemical, Biological, Radiological, and Nuclear Decontamination.

Prerequisite Individual Tasks : None

Supporting Individual Tasks : None

Supported Individual Tasks : None

Supported Collective Tasks : None